

DisneyCopyright.com Creative Assets, Character Usage & Approval Process Supplement

Retail

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Note: These guidelines are to let you know in advance certain matters that Disney considers in reviewing proposed use of Disney materials in collateral. These guidelines may be changed from time to time by Disney at Disney’s sole discretion. All proposed uses of Disney materials must be approved in writing by Disney prior to use, and approval may be withheld by Disney at Disney’s sole discretion, even if the materials comply with the guidelines.

Offers

The following guidelines apply to **Walt Disney World® Resort**, **Disneyland® Resort**, **Disney Cruise Line**, **Adventures by Disney®** and **Aulani**.



No worries... The Dining Plan is **FREE!**

Walt Disney World.

Sample Price: 6 Nights/7 Days with **FREE** Disney Dining Plan

\$86*
PER PERSON
PER DAY
FOR A FAMILY OF 4

AT A SELECT DISNEY MODERATE RESORT IN A STANDARD ROOM
Total Package Price: \$2,421
That's a savings of \$1,017!
Valid for arrivals most nights 10/19–11/1, 11/24–11/29 and 12/10–12/20/12

Get ready to cook up a great vacation! Purchase a non-discounted 6-Night/7-Day **Magic Your Way** Package (with accommodations and Theme Park tickets included) for arrivals most nights 9/30–10/4, 10/19–11/1, 11/9–11/15, 11/23–11/29 and 12/10–12/20/12 at select Disney Value Resorts and get a **FREE Quick-Service Dining Plan**, or at select Disney Moderate, Deluxe and Deluxe Villa Resorts and get a **FREE Disney Dining Plan**. An offer this tasty is the perfect recipe for a vacation you'll never forget!

Book 7/12–9/29/12.

* Prices based on 2 Adults, 1 Junior and 1 Child. The number of rooms allocated for these offers is limited. Savings based on the non-discounted price for the same package. Tickets valid for one Theme Park per day and must be used within 14 days of first use. No group rates or other discounts apply. Advance reservations required.

Offer excludes campsites and 3-bedroom villas and is not valid at Disney's Art of Animation Resort – Little Mermaid Standard View Rooms.

Excludes gratuities and alcoholic beverages. Children ages 3–9 must order from children's menu, if available. Some Table-Service restaurants may have limited or no availability at time of package purchase.

Walt Disney Travel Company

©Disney

For more information about this offer, dining plan details, participating restaurants and resort benefits, visit wdwdineoffer.com.

Contact us today! Ask about packages for other lengths of stay.

Insert Agency Information Here

*Example of an asset produced by Disney to promote a **Walt Disney World® Resort** offer that was available on DisneyCopyright.com*

Do

- **Do** use Disney produced marketing materials to ensure legal and brand requirements for promoting the offer are met.
- **Do** use pre-approved offer assets

Do Not

- **Do not** advertise expired promotions
- **Do not** remove any information to make a smaller ad

Creating Marketing Materials

TV AND RADIO SPOTS

TV and radio spots, clip agreements and recommended language for calls-to-action are available for viewing/listening on disneytravelagents.com >> My Disney Tools >> Preview TV and Radio Spots. Please follow these steps when using Disney TV and Radio spots.

Adding a Call-To-Action

- When adding a call-to-action to a TV or Radio Spot, please allow 10 days for approval
- Work with your DSM/ISC to determine the correct messaging and timing to air the spot.
- If mentioning a special offer in the ad, make sure the offer exists during scheduled air dates.
- Your DSM/ISC will review your clip agreement to ensure that the language and logos are correct.
- DSM/ISC will release the beta tape for the TV spot or email the radio spot for you to complete production of the spot with a call-to-action.
- Send the viewing/listening file to DSM/ISC for approval.
- Return beta tape to DSM/ISC.

Tips

Calls-to-action should direct the guest to book a Disney vacation from their travel agent- this should not be “an Orlando vacation” or “all your vacation needs.”

- Sample calls-to-action include, but are not limited to:
 - “Ask us about a great special offer at Walt Disney World Resort. Visit agencywebaddress.com today.”
 - “The magic begins the moment you realize you can afford a Disney Cruise Line vacation. Contact XXX to learn how at agencywebaddress.com.”
 - “Now with a special package offer you can afford to celebrate your special moments at Disneyland Resort. Contact XXX at agencywebaddress.com to learn how.”

TRAVEL AGENT LOGOS

- Your travel agency logo should clearly represent your travel agency and should not lead a consumer to believe your travel agency is affiliated with Disney.
- **Do not** use castles resembling Disney castles
- **Do not** use Mickey Ears, Disney font, etc.

LINE ART/CLIP ART

Do not use line art or clip art for any marketing pieces.

COLLATERAL

Use marketing materials already created by Disney whenever possible. If creating original marketing materials:

- Use copy points and/or suggested copy provided by Disney
- **Secondary Face and Costume Characters** may be used in the interior of a brochure with approval from Disney. Must follow Character Usage Guidelines set forth in this document
- Follow the Marketing Guidelines posted on DisneyCopyright.com
- Use photos, trademarks, logos, icons and/or other materials provided by Disney only on pages promoting Disney products and services and on pages promoting multiple vacation destinations that include Disney products and services
- Use Disney Resort hotel names and logos alone or in a montage where a Disney logo is equal to, but not greater than, the size of non-Disney hotel logos. The Disney Resort hotels should not be placed adjacent to the non-Disney hotels

PRINT MEDIA AND WEBSITES

The following applies to newspaper ads, fliers, Yellow Page ads, etc. as well as websites.

- Use copy points and/or suggested copy provided by Disney
- Follow Character Usage Guidelines set forth in this document
- Follow Marketing Guidelines
- Use photos, trademarks, logos, icons and/or other materials provided by Disney only on pages promoting Disney products and services and on pages promoting multiple vacation destinations that include Disney products and services
- You may not use Disney images (photos, trademarks, logos, icons or other Disney creative materials) on social media/networking web sites or in any posts or tweets on such sites unless utilizing the Disney Travel Professionals Facebook site or YouTube channel.
- Links from social networking sites to Disney web sites or Disney social networking pages may be permitted but are subject to Disney's prior review and approval.
- Logos and photos must represent the Theme Parks, tickets, package, and/or Resort Hotel featured in the print piece or website
- No more than two Disney logos may be used on one ad, flier, web page, etc.
- Disney logo must be equal to, but not greater than, the size of non-Disney logos, and not adjacent to the logos of non-Disney vacation destinations
- When advertising multiple vacation destinations in a travel agency ad, include Disney in its own separate section and make it equal in size, prominence and/or location on the page as the non-Disney vacation

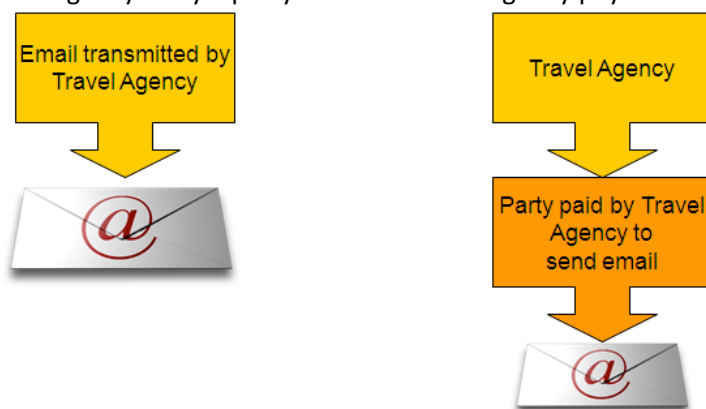
Email Communications

CAN-SPAM GUIDELINES FOR TRAVEL TRADE EMAILS

- The Federal Trade Commission revised its CAN-SPAM rules and clarified responsibility for meeting the CAN-SPAM requirements.
- The CAN-SPAM Act requires the "sender" of a promotional email to include an opt-out mechanism in the email, screen its mailing list against its "Do Not Email" list, and comply with certain other requirements.
- The Vice President of Disney Travel Agency Sales will approve, via signed contract, the Travel Agency as reliable and trustworthy for purposes of email marketing, including compliance with the opt-out and suppression requirements of the CAN-SPAM Act.
- We may consider the Travel Agency as the legal "sender" of an email if all of these requirements are met:
 - VP Approval of Travel Agency Reliability
 - Travel Agency Signs Email Agreement
 - One time only
 - Travel Agency sends e-mail copy to Inside Sales Coordinator for approval
 - Travel Agency agrees to transmitting email
 - Travel Agency Call-to-Action / Promotion of Web Site is included
 - Travel Agency in "From" line
 - Subject line accurate
 - Look like an advertisement
 - Include physical postal address of Travel Agency
 - Opt-Out Link
 - Opt-Out Link tested
 - Inside Sales Team notifies agency of final approval
- Emails should be sent at least 72 hour in advance of email deployment to ensure CAN-SPAM and marketing compliance

APPROVAL PROCESS

- Submit all proposed materials to Disney (at such address and to the attention of such Disney District Sales Manager as designated by Disney), or by contacting Inside Sales Support (at 1-8000-939-8265 or WDPR.FL.Inside.Sales@Disney.com), at least ten (10) business days before the date of intended publication.
- The Travel Agency has confirmed to us that all copies of the email that will be transmitted will either be transmitted by the Travel Agency or by a party who the Travel Agency pays to transmit the email.



- Emails must:
 - Create the clear impression that it is an advertisement.
 - State the Travel Agency's physical postal address
 - Include an opt-out link or instructions on how to send a return email to unsubscribe
 - Contain a subject line that accurately describes the purpose and content of the email and is not misleading in any way.
 - List the Travel Agency as the call-to-action or the email must promote the Travel Agency's web site by mentioning its web site address above the fold in a type size which is larger than the body copy of the email.
 - Have the Travel Agency's name in the "From" line. This is the only name that can be in the "From" line.

Travel Agency name in "From" line after email is opened

Subject line

Travel Agency's Call-to-Action

Opt-out link

Physical postal address

Always Travel, Inc.
September 2012 Newsletter
www.alwaystravel.com | 407-524-5145

IN THIS ISSUE
Featured Article
Mickey's Not-So-Scary Halloween Party Offers Happy Haunts for 23 Nights at Walt Disney World® Resort

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Have Questions?

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Disney Characters

Characters are an integral part of Disney's prestigious heritage. Because of this, our Characters are our most valuable asset in communicating and leveraging the Disney Parks. Disney marketing programs are strictly managed to prevent over-exposure of the Disney brand, ensuring that all Disney Character representation is as an entertainer, not as an endorser or promoter. Please ensure all materials are forwarded to your Disney representative for approval prior to use.

The following guidelines apply to *Disneyland® Resort*, *Walt Disney World® Resort*, and *Disney Cruise Line. Adventures by Disney®* materials do not use Character assets. Additionally, the inclusion of Characters when representing Aulani is currently under review and Character assets are provided on a case-by-case basis and contingent upon approval by your Disney representative.

- **Travel agencies:** Marketing materials produced by a retail travel agency, can include primary and secondary Characters, excluding Mickey & Minnie
- **Disney produced materials:** Marketing materials produced by Disney for use by a retail travel agency, can include primary & secondary characters, including Mickey & Minnie

Disney Characters should:

- Only be incorporated in the context of the Disney vacation experience (i.e. Theme Park) – no cut-outs or mock-ups are allowed.
- Only be used on dedicated Disney pages.
- Be independently positioned from Disney and non-Disney marketing and sales messages.
- Only be shown in an environment that is relevant to the individual Character
 - Character merchandise imagery (e.g. T-shirt, hat) must be shown in a Disney destination context (e.g. family in front of Cinderella Castle wearing Mickey Ears).
- Appear without alteration -- Never place text or graphics over Character imagery.

DISNEY CHARACTERS SHOULD NOT:

- Appear to hold, touch, gesture, look towards or 'speak' about the product or product messages.
- Endorse any third party brand, and must appear separate and distinct from another company's name, logo and characters.
- Be featured in copy in a derogatory manner (e.g. 'Taking the Mickey...', 'You'd be Dopey not to...').
- Repeat on the same page or double page spread – in the eyes of the consumer there is, for example, only one Snow White.
- Be shown on non-Disney pages or featured with non-Disney Characters or graphics (e.g. in brochures where the page or spread is not Disney-dedicated).
- Be overused -- Theme Park/Resort/Cruise, attraction and Character photography should be evenly balanced.

ADDITIONAL GUIDELINES

- The Characters come to life in Disney destinations, that's why Disney Character illustrations (e.g. cartoons) cannot be used under any circumstances to promote Disney destinations, except as created and provided by Disney.
- Do not use non-Disney characters on the same page or a facing page where Disney properties or materials are shown.
- Character imagery reproduction must be of a high quality and is preferred in full color (four-color process). Where Disney Characters are to be reproduced in mono, a bromide proof representing final print quality must be provided to Disney for approval.
- Please contact your Disney representative if unsure of Character usage.

Primary Characters

We are delighted to offer our key partners the opportunity to feature select Primary Disney Characters to promote *Walt Disney World*® Resort, *Disneyland*® Resort, and *Disney Cruise Line*. You are permitted to use imagery with the following Characters with pre-approval from your Disney Representative:

- Donald Duck
- Daisy Duck
- Goofy
- Pluto

All marketing materials featuring Primary Characters should adhere to the following guiding principles:

- Primary Characters should only be used when relevant to communicating the Disney vacation experience. Disney determines this relevance; Character usage should not be gratuitous.
- Primary Character images may only be used within Disney-dedicated pieces for the destination at which they were taken and within other co-op marketing materials.
- Selected Primary Character photography may only be used on brochure front covers as the sole vacation destination message, pending approval by your Disney Representative.
- On inside brochure pages or other marketing materials, the relevant Disney destinations logo must be used once on each spread or single page where Primary Character imagery is used.
 - e.g. the *Disneyland*® Resort logo must be included once on a spread featuring *Disneyland*® Resort photography.

Secondary Characters

You are able to use imagery featuring the following selected secondary face and costume Characters to promote *Walt Disney World*® Resort, *Disneyland*® Resort, and *Disney Cruise Line* with pre-approval from your Disney representative.

Face Characters

- Cinderella
- Snow White
- Belle
- Alice in Wonderland
- The Little Mermaid – Ariel
- Aladdin & Jasmine
- Pocahontas
- Peter Pan
- Hercules & Meg

Costume Characters

- Chip ‘n’ Dale
- Pinocchio & Gepetto
- The Seven Dwarfs – Doc, Sleepy, Bashful, Dopey, Grumpy, Sneezy & Happy
- Beast
- Queen of Hearts
- Baloo & King Louis
- Timon & Rafiki
- Lilo & Stitch
- Captain Hook & Smee
- Koda & Kena

Prohibited Characters

You are prohibited from using imagery featuring:

Primary Characters

- Mickey Mouse
- Minnie Mouse

Licensed Characters

- All Winnie the Pooh Characters
- All Characters from Disney•Pixar films: Toy Story Series, A Bug’s Life, Monsters, Inc., Finding Nemo, The Incredibles, Cars, Ratatouille, Up.
- All Star Wars Characters
- All Indiana Jones™ characters
- All Muppets Characters
- Mary Poppins and the Chimney Sweeps

Review & Approval Process

All marketing collateral and advertising materials used in any media including, but not limited to, print, TV, radio, web, emails, blogs, tweets, and social networking sites must be reviewed and approved in writing by your Disney District Sales Representative prior to printing, distribution or posting (approval may be granted or withheld at Disney's sole discretion).

The Disney Sales Team is here to support you with all your Disney destinations projects. Liaising with your Disney contact at an early stage always helps to ensure projects run quickly and smoothly.

REVIEW AND APPROVAL PROCESS

- Submit all proposed materials to Disney at WDPR.FL.Inside.Sales@disney.com or by calling Inside Sales Support at 1-800-939-8265, at least ten (10) days before the date of intended publication of such materials. To allow case-to-case flexibility, please discuss the project timelines with your Disney contact and agree on a time schedule upfront.
- Materials may not be used unless you obtain prior written approval from Disney in its sole discretion. If any submission is not specifically approved in writing by Disney, such material will be deemed disapproved.
- Material approved by Disney may be used only for the specific item that is the subject of the intended use of such material and not for any other use or in any other manner. In addition, material approved by Disney may not be used for more than twelve (12) months (or such shorter period as Disney may specify or as may otherwise be provided under that agreement).
- Disney reserves the right at any time to require that the use of any previously approved materials be discontinued, modified or canceled. These guidelines help protect the Disney brand, which helps to preserve and strengthen the value and appeal of a Disney vacation among your clients and all consumers

Trademark and Copyright

You must follow the appropriate trademark and copyright requirements as set out in the Marketing Guidelines found on DisneyCopyright.com, and which complement these guidelines.

File Copies

A minimum of **two (2) copies/examples** of the materials must be sent to your Disney Sales Team contact. File copies must be provided no later than two weeks after the project is complete.